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WHAT IS CLAIMED IS:

1. A method for advertising, comprising:
displaying advertising content according to an
advertising content display schedule;
receiving viewer signals while displaying the
advertising content; and
generating viewer information using the viewer signals
and the advertising content display schedule.

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2. The method of claim 1 further comprising receiving the
advertising content and the advertising content display schedule
from a content server.

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3. The method of claim 1 further comprising transmitting the
viewer information to a statistics server.

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4. The method of claim 1 further comprising:
receiving sales data while displaying the advertising
content; and
generating sales information using the sales data and
the advertising content display schedule.

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5. An apparatus for advertising, comprising:
means for displaying advertising content according to
an advertising content display schedule;
means for receiving viewer signals while displaying
the advertising content; and
means for generating viewer information using the
viewer signals and the advertising content display
schedule.

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6. The apparatus of claim 5 further comprising means for
receiving the advertising content and the advertising content
display schedule from a content server.

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7. The apparatus of claim 5 further comprising means for transmitting the viewer information to a statistics server.

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8. A method for advertising using an advertising system operably coupled to a content server and a statistics server via a communications network, comprising:

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receiving by the advertising system from the content server via the communications network advertising content and an advertising content display schedule;

displaying by the advertising system the advertising content according to the advertising content display schedule;

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receiving by the advertising system viewer signals while displaying the advertising content;

generating by the advertising system viewer information using the viewer signals and the advertising content display schedule; and

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transmitting by the advertising system to the statistics server via the communications network the viewer information.

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9. The method of claim 8 wherein the viewer signal further includes a directional component.

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10. A networked media advertising system, comprising:

a content server;

a statistics server;

an advertising system operably coupled to the content server and the statistics server via a communications network, the advertising system including:

an advertising controller;

an advertising display device operably coupled to the advertising controller; and

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a viewer sensor operably coupled to the
advertising controller.

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